

Extend Reach, Brand Awareness, Capture Mindshare

When ArcSight, Inc., a leading provider of security and compliance solutions, wanted to extend the scope of its brand to include network management solutions; capture mindshare as a security and network management solutions provider among both Networking Operations Center (NOC) and Security Operations Center (SOC) decision makers; and generate highly-targeted leads, it turned to TechTarget for an integrated program combining online media and a seminar series to reach highly-qualified prospects.

Cutting through Market “Noise”

TechTarget helped ArcSight break through the security market “noise” by differentiating its brand and value proposition using specialized industry expert content and messaging, addressing topics of concern to both NOC and SOC groups and their superiors involved in the solution selection process, while emphasizing ArcSight’s commitment to meeting both group’s solutions requirements.

TechTarget’s sophisticated analysis and real-time online lead access process identifies exactly which marketing touch points resulted in the closing a particular piece of business.

To generate leads among both networking and security professionals, ArcSight and TechTarget developed “problem/solution” content for placement on both SearchSecurity.com and SearchNetworking.com, communicating ArcSight’s ability to provide shared automated toolsets that facilitate collaboration between NOC and SOC groups. Messaging was presented in Webcast, Podcast, and white paper formats to appeal to key decision makers’ specific roles and information resource preferences.

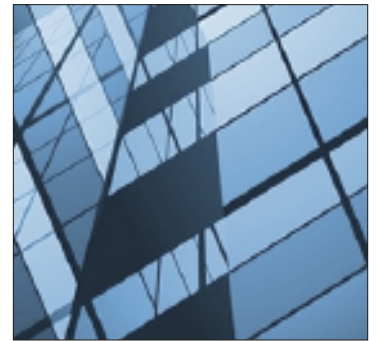
Content titles included: “Mapping the Compliance Landscape” (Webcast); “Fact or Fiction: The Future of SIMS” (podcast); and “Top 10 – How to Select a SIM Solution: A Guide to Evaluating Security Information Management Solutions” (whitepaper).

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Case Study Highlights

Sponsor: ArcSight of Cupertino, CA

Markets: Security and Networking



Challenge/Problem: Extend brand scope, generate and nurture highly-qualified leads

Solution: Multi-faceted online media and events touching prospects multiple times

ROI: Used multiple content assets and touch points to deliver highly-qualified leads



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Seminar Program Component

To gain exposure in the financial, government and healthcare markets, and bring NOC and SOC decision makers into direct contact with its sales team, ArcSight sponsored an Integrated Networking Security Seminar Series in major US cities. These events attracted data security architects, security analysts, IT infrastructure project managers, data security analysts, and others with critical roles in the decision making process.

TechTarget's knowledge of the networking market enabled ArcSight to target its seminar series to the geographic areas with the greatest potential for sales success. The seminars attracted the desired mid- to upper-level influencers and decision makers, and helped close the loop by getting them talking directly to ArcSight sales representatives.

As a result of its online program, ArcSight was able to establish credibility and brand alignment in the marketplace by using third party, expert content containing messages addressing both NOC and SOC collaboration

solutions. Additionally, 82 percent of leads generated were from decision makers representing all members of IT security buying teams, with one out of three respondents confirming they were engaged in an active project.

TechTarget also provided ArcSight with an ROI Consulting Manager to continuously research the needs and concerns of its constituents, customers and prospects, and to

advise ArcSight on adjustments to make to improve the effectiveness of its online campaigns. Applying this in-depth market knowledge to ArcSight's integrated TechTarget campaigns and programs allows them to surround and engage target audiences with relevant, consistent messages across all vehicles. Webcasts, podcasts, white papers or newsletters, all help capture and keep eyes focused on ArcSight. And TechTarget's sophisticated analysis and real-time online lead access process — also managed by ArcSight's ROI Consulting Manager — identifies exactly which marketing touch points resulted in the closing a particular piece of business.

Visit www.techtarget.com to read more success stories.

Program Results

Sponsor: ArcSight, Inc.

Results and ROI:

Achieved objective of providing content and messaging that offers solutions for NOC and SOC collaboration

Established credibility and brand alignment using 3rd party, expert content

Attracted leads from all members of the IT security buying team

1 out of 3 respondents have an active project

82% of leads generated were individuals with a role in the decision making process.

The (TechTarget)

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